

# Exhibit I



## 2018/19 ANNUAL REPORT







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## PRESIDENT'S MESSAGE \

"If you always do what you've always done, you'll always get what you've always got," Henry Ford once said. Travel Costa Mesa (TCM) has cultivated several exciting changes this past year. At the end of fiscal year 2017-2018, TCM began the process of a brand refresh that focused on website, logo redesign and a dynamic marketing approach dedicated to the current core demographic. The TCM team also embarked on a new partnership with an innovative ad agency that is revitalizing our brand.

An economic report from Tourism Economics was commissioned that focused on the total impact of tourism within the city outlining the specific benefits. Visitor volume and spending in Costa Mesa has outpaced that of the state since 2012. Orange County findings reveal that visitor volume and spending continues to exceed state growth since 2010.

The *LA Times* and TCM launched The TASTE in October, which brought together restaurants that epitomize the culinary scene. This multi-day event created an incredible marketing opportunity that amplified the message of Costa Mesa as a foodie destination in a competitive market.

The economic benefits of tourism are vital to the success of our nation, state and city. In 2017, domestic and international travelers spent \$1.036 billion in the U.S. Tax revenues totaled \$164.7 billion for federal, state and local governments. Travel-related spending within the state of California increased 4.8 percent in 2017, totaling \$132.4 billion. Room demand increased 1.4 percent and travel-generated tax revenue grew to \$10.9 billion. Orange County (OC) visitor volume and spending also grew in 2017. Visitors to OC spent \$13.5 billion, 4 percent more than the previous year. Costa Mesa visitors spent \$738 million in 2017, up 4 percent from the previous year and visitor volume increased 3.6 percent.

International Pow Wow (IPW) will make its way to Anaheim June 1-5, 2019. This tradeshow is the U.S. Travel Association's premier travel industry marketplace and the largest generator of travel to the U.S. This will be the ninth year our organization will be participating. We will partner with Segerstrom Center for the Arts, South Coast Plaza, OC Fair & Event Center as well as others to showcase the City of the Arts® to media and the meetings and incentive markets worldwide.

The TCM brand is reenergized! With the dedication of the team and support from the community, the City of the Arts® is poised to reach and welcome more guests than ever.

**Paulette Lombardi-Fries**  
PRESIDENT, TRAVEL COSTA MESA

# MISSION, VISION & KEY OBJECTIVE

*1* In 1995, Travel Costa Mesa was formed as a nonprofit corporation to market the city of Costa Mesa as a desirable, leisure overnight destination in Orange County.

## MISSION STATEMENT

Travel Costa Mesa enhances and promotes the destination brand experience, further increasing visitor spending for industry and community economic viability, sustainability and quality of life.



## VISION STATEMENT

Travel Costa Mesa is the engaged destination marketing leader, supporting and selling the city's distinct visitor brand experiences and advocating community tourism benefits.

## KEY OBJECTIVE

Increase brand awareness for the city of Costa Mesa as a desirable, overnight, leisure Orange County destination.









A CLOSER LOOK \

# FISCAL OVERVIEW





BIA \



# METHOD & BASIS OF LEVY

The proposed method and basis of levying the assessment to allow each business owner to estimate the amount of the assessment to be levied against his or her business are set forth according to City of Costa Mesa Ordinance 95-9, and is as follows:

The BIA assessment will be used to fund TCM. The organization will fund marketing efforts to promote tourism in Costa Mesa and will sponsor related tourist events that benefit the hotel and motel businesses within the City.

The improvements and marketing funded by this assessment are outlined in the annual report.



# REVENUE

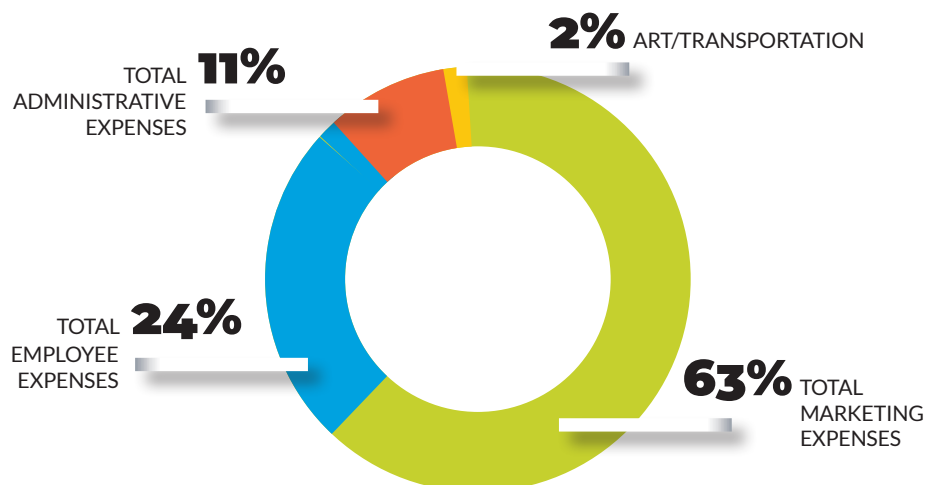
A three percent (3%) levy will be assessed against each of the 11 hotels listed in the annual report, based on the net revenue from the sale of overnight room stays.

Business owners shall pay the assessment to the Costa Mesa City Finance Department on a monthly basis. A penalty and interest shall be assessed on late payments.

New hotel and motel businesses that are interested in participating in the BIA should contact the City and TCM. This is a voluntary program for hotel partners.

# FISCAL YEAR 2018-2019

TCM is forecasting a budget of \$2.62M for fiscal year ending June 2019. As of February 2019, BIA funds are at \$1,865,352.80. The following represent the primary expense projects for the current fiscal year:





LODGING	ADDRESS	BUSINESS OWNER	PROPERTY OWNER
<b>Avenue of the Arts Costa Mesa</b>	3350 Avenue of the Arts Costa Mesa, CA 92626	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626	Rosanna Inc. 3350 Avenue of the Arts Costa Mesa, CA 92626
<b>Ayres Hotel</b>	325 Bristol Street Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Suite A Costa Mesa, CA 92626	Newport Country Inn & Suites, Inc. 355 Bristol St., Suite A Costa Mesa, CA 92626
<b>Best Western Plus Newport Mesa Inn</b>	2642 Newport Blvd. Costa Mesa, CA 92627	James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627	James Hsuen & Shang-Pu Lee 2642 Newport Blvd. Costa Mesa, CA 92627
<b>Hilton</b>	3050 Bristol Street Costa Mesa, CA 92626	Ashford TRS CM LLC 14185 Dallas Parkway, Suite 1100 Dallas, TX 75254	Remington Lodging & Hospitality LP 14185 Dallas Parkway, Suite 1100 Dallas, TX 75254
<b>Crowne Plaza</b>	3131 Bristol Street Costa Mesa, CA 92626	Brighton Management 1901 Main Street, Suite 150 Irvine, CA 92614	Bright Bristol Street, LLC 3131 Bristol Street Costa Mesa, CA 92626
<b>Holiday Inn Express Hotel &amp; Suites</b>	2070 Newport Blvd. Costa Mesa, CA 92627	Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627	Narendra B. Patel 2070 Newport Blvd. Costa Mesa, CA 92627
<b>Marriott</b>	500 Anton Blvd. Costa Mesa, CA 92626	Host Hotels & Resorts 6903 Rockledge Dr., Suite 1500 Bethesda, MD 20817	HEI Hotels & Resorts 101 Merritt 7 Corporate Park, 1st Floor Norwalk, CT 06851
<b>Ramada Inn &amp; Suites</b>	1680 Superior Ave. Costa Mesa, CA 92627	B.D. Inn Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627	B.D. Inn Inc./Ramada Ltd. 1680 Superior Ave. Costa Mesa, CA 92627
<b>Residence Inn by Marriott</b>	881 Baker Street Costa Mesa, CA 92626	Marriott International 10400 Fernwood Rd. Bethesda, MD 20817	BRE Hotels & Resorts 6201 15th Avenue Brooklyn, NY 11219
<b>The Westin South Coast Plaza</b>	686 Anton Blvd. Costa Mesa, CA 92626	Host Hotels & Resorts 6903 Rockledge Dr., Suite 1500 Bethesda, MD 20817	CJ Segerstrom & Sons c/o South Coast Plaza 686 Anton Blvd. Costa Mesa, CA 92626
<b>BLVD Hotel</b>	2430 Newport Blvd. Costa Mesa, CA 92627	Hollywood Corner Inc. 2430 Newport Blvd. Costa Mesa, CA 92627	Shyamal Patel 16609 Honeybee Dr. Tustin, CA 92782



## AMERICA'S LEADING INDUSTRY \

### TOURISM

In 2017, 15.6 million American jobs were supported by the travel industry. One out of 9 U.S. jobs depend on travel and tourism. Travel is among the top 10 industries in 49 states and D.C. in terms of employment. This industry alone generated \$2.4 trillion in economic output.

Domestic leisure travel accounted for over 70 percent of all domestic travel within the U.S. Approximately 1.8 billion person-trips\* took place in 2017 which was an increase of 2.1 percent from the year prior. Domestic business travel increased over 1 percent and accounted for 462 million person-trips.

International arrivals to the U.S. also increased in 2017 to 76.9 million up .7 percent from the previous year. Arrivals from Canada and Mexico totaled 38 million and overseas markets represented 38.9 million. Overseas travelers spend over \$4,200 when they visit, and their average length of stay is 18 nights. They represent 51 percent of all international arrivals and account for 84 percent of international travel spending.

DID  
YOU  
KNOW?

①

● **74%**  
of domestic trips taken  
are for leisure purposes

②

● **\$131.9 billion**  
The amount of Meeting & Incentive  
travel accounted for all business  
travel spending

③

● **\$164.7 billion**  
Total tax revenue generated by travel  
spending for federal, state & local  
governments

### 2017 TOP 10 INTERNATIONAL MARKETS TO THE U.S.

Origin of Visitor	Visitations in Millions
Canada	20.2
Mexico	17.8
U.K.	4.5
Japan	3.6
China	3.2
South Korea	2.3
Germany	2.1
Brazil	1.9
France	1.7
Australia	1.3

### LEISURE CONSUMER INSIGHTS (residents within California)

**89.3%**  
of residents drive

**29%**  
travel with children  
under the age of 18

**62%**  
decide where they are  
going to travel less  
than one month out

Data from U.S. Travel Association

\*A person-trip is defined as one person spending the night away from home in paid accommodations or on a day trip which is 50 miles or more away from home.



### MARKET CONDITIONS FOR THE GOLDEN STATE

California welcomed over 230 million leisure guests in 2018. It continues to have a strong domestic market and remains the number one destination in the country. More than three fourths of the state's visitors, over 217 million, are from within the United States and over 13 million are international guests. The state continues to see an increase in international travel however, modestly at .7 percent in 2018. Mexico, Canada and China remain as California's top international markets.

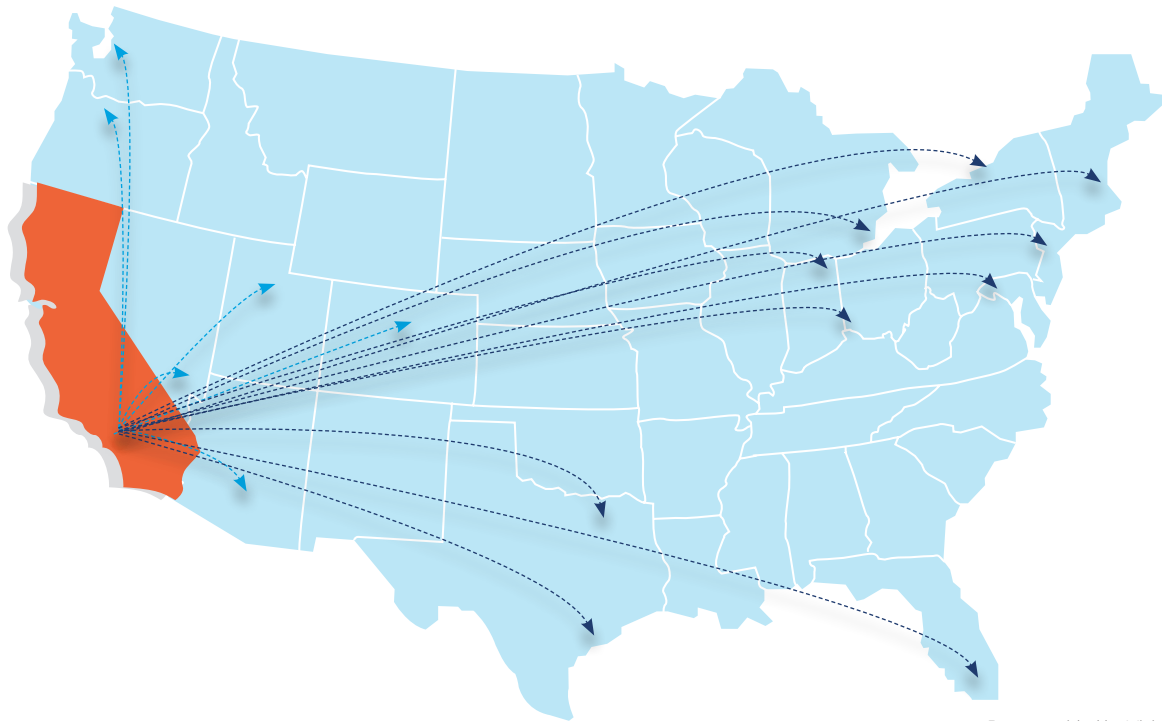
## CALIFORNIA TOP MARKETS

### TOP LONG-HAUL MARKETS

- TOP DMAs: New York City (12.8%); Chicago (7.9%); Dallas (7.3%); Miami/Ft. Lauderdale (5.2%); Houston (4.7%); St. Louis (3.3%); Washington, D.C. (3.2%); Philadelphia (2.6%); Detroit (2.4%); Boston (2.4%)
- 44.1% Drive; 49.3% Air; 6.6% Other
- 34% with children under 18
- \$958 per trip
- 32% trip decision less than one month before travel
- Top online planning resources: Travel provider website (27.2%); Search engine (24.2%); OTA (19.9%); Facebook (13.9%); Destination website (13.1%); Travel review site (10.0%)

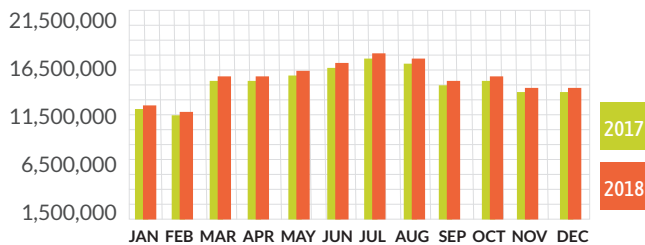
### PRIMARY WESTERN MARKETS

- TOP DMAs: Las Vegas (24.3%); Phoenix (23.9%); Seattle (12.2%); Portland (11.6%); Salt Lake City (8.6%); Denver (7.4%); Reno (3.3%)
- 67.9% Drive; 30.1% Air; 2.0% Other
- 35% with children under 18
- \$548 per trip
- 35% trip decision less than 1 month before travel
- Top online planning sources: Search engine (28.5%); Travel provider website (21.1%); OTA (16.2%); Destination website (14.6%); Facebook (11.9%); Travel review site (7.5%)

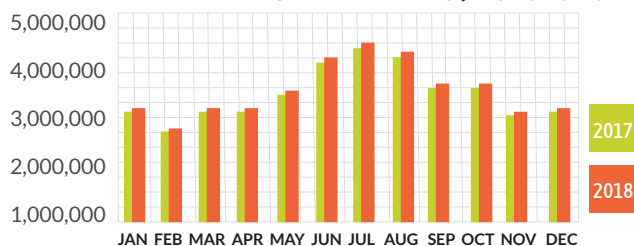


Data provided by Visit California

### DOMESTIC TRAFFIC / 2018 vs 2017



### INTERNATIONAL TRAFFIC / 2018 vs 2017



Los Angeles, Burbank, Long Beach, Ontario, Orange County, San Diego, Oakland, San Jose, San Francisco, & Sacramento

### CALIFORNIA AIRLIFT

## 5.5% increase

California's busiest airport traffic statistics showed an increase in 2018 passenger traffic compared to 2017.

## 6.2% increase

International traffic to California airports

## 5.3% increase

Domestic airport traffic

Sources: Individual airports.

Note: Monthly figures may not sum to YTD totals due to date revisions.



SPOTLIGHT ON CALIFORNIA'S \

# TOP 3 INTERNATIONAL MARKETS

## Canada

Visitors from our neighbors to the North are projected to increase to 1.8 million in 2019. There are currently 420 weekly nonstop flights to California with over 59 thousand seats available. This was a 5.4 percent increase from the year prior. Those that travel by air tend to research further in advance with more than 43 percent beginning at least six months in advance. Top states visited by Canadians are Florida, New York, California, Illinois and Texas. The U.S. remains the top international destination for Canadians followed by the United Kingdom, China and France.



CANADIAN  
TRAVELER  
PROFILE

**1.723M**  
2018 Projected Visits

**\$2.266B**  
2018 Projected Visitor  
Spending

**+3.0%**  
2019 Forecasted Visits

Source: U.S. Department of Commerce



MEXICO  
TRAVELER  
PROFILE

**\$733M**  
2018 Projected  
Visitor Spending

**+4%**  
2019 Forecasted  
Visits

**607K by air/  
7.98M by air & ground**  
2018 Projected Visits

Source: U.S. Department of Commerce

## Mexico

The United States is the number one destination for the Mexican market. Visitors from Mexico that travel by air are expected to increase to 631 thousand in 2019. There are currently 584 weekly nonstop flights to California with over 92 thousand seats available. The Tijuana airport is a new gateway to California in which 22 million passengers utilized in 2018, up over 22 percent from the year prior. Visit California will create a new welcome center in spring of 2019 to take advantage of this opportunity. Popular travel seasons coincide with school holiday schedules and are around Easter, mid-July and August and Christmas. Long weekend getaways are an opportunity as summer break typically lasts five weeks.

The leisure traveler that books their trip by air visits just under two destinations within the state, stays 9.6 nights and spends over one thousand dollars per trip. Hotels are used 50 percent of the time and 9 percent bring children. Group size that travel by air is 1.5. Booking directly with the airlines is the preferred method as 46 percent chose this option. Travel agencies are used 25 percent of the time followed by online travel agencies at 22 percent.



## China

Visitors from China are projected to increase to 1.7 million in 2019. There are currently 148 weekly nonstop flights to California with over 44 thousand seats available. Two new routes were added last year which are from Xian to LAX by Hainan Airlines and Shenyang to LAX by China Southern Airlines. Both routes were added in December 2018. Advance airline reservations are between one to three months for the individual traveler where those that are group travelers' book three to six months in advance.

The leisure traveler represents 62 percent of the total visitors to California. Over half of this segment, 55 percent, choose to stay in a hotel and stay 13.6 nights. Their spend per trip is just under two thousand dollars. Group size is 2.1 people and they visit over 3 destinations while visiting the Golden State. Twenty percent of these leisure travelers bring children with them.

Outbound tourists from China took over 71 million trips over a six-month period of time in 2018 which was up 15 percent compared to the year prior, according to Ctrip, an online provider of travel services. Overall, 59 percent of women traveled abroad compared to 41 percent of men. Private and customized tours are becoming popular as seasoned travelers are requesting more flexibility.

Travelers from China rank the U.S. fifth in visitor satisfaction according to the China National Tourism Administration. Singapore, New Zealand, Maldives and Mauritius are ranked higher amongst the satisfaction index. However, the U.S. is the number one market for long-haul destinations, followed by France and Germany.

### CHINA TRAVELER PROFILE

**1.601M**  
2018 Projected  
Visits

**\$3.407B**  
2018 Projected  
Visitor Spending

**+6.2%**  
2019 Forecasted  
Visits

Source: U.S. Department of Commerce





John Wayne Airport statistics show

## Over 10.4 Million Passengers

being served in 2018, an increase of over two percent compared to the prior year.

However, international travel decreased over 5 percent due to a reduction of flights to Cabo San Lucas that took place in February. Terminals A & B have completed their improvement projects that consisted of new signage, nursing mother's lounge, animal relief area, restroom refurbishing's, seismic retrofitting, lighting, carpet and paint. In October, a new designated area for passenger pick-ups using rider apps such as Lyft and Uber were also introduced to decrease traffic congestion.

### ANNUAL PERSON TRIPS TO CALIFORNIA (MILLIONS)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
TOTAL	212.6	223.1	230.0	242.8	251.3	263.4	268.4	273.7	281.4	288.9	295.9	303.8	311.5
BUSINESS	47.4	48.1	46.6	47.1	47.5	48.9	49.4	49.8	50.7	52.0	52.9	53.8	54.7
LEISURE	165.2	175.0	83.4	195.7	203.8	214.5	219.1	223.9	230.8	236.9	243.1	250.0	256.8
DOMESTIC													
TOTAL	199.3	208.6	215.1	227.2	234.8	246.3	251.1	256.1	263.3	270.1	276.3	283.4	290.3
BUSINESS	43.8	44.2	42.6	42.9	43.0	44.3	44.7	45.2	45.9	47.0	47.7	48.5	49.1
LEISURE	155.5	164.4	172.5	184.2	191.8	202.1	206.4	210.9	217.4	223.0	228.6	234.9	241.2
DAY	104.1	109.6	113.3	120.1	124.4	131.2	133.3	136.9	140.8	144.6	148.7	153.5	158.0
OVERNIGHT	95.1	99.1	101.8	107.1	110.5	115.2	117.8	119.2	122.5	125.5	127.5	129.9	132.3
INTERNATIONAL													
TOTAL	13.3	14.5	15.0	15.7	16.5	17.1	17.3	17.6	8.1	18.8	19.6	20.4	21.2
OVERSEAS	5.6	6.1	6.2	6.6	7.3	7.7	7.8	8.2	8.4	8.8	9.1	9.5	9.8
MEXICO	6.4	6.8	7.2	7.5	7.6	7.8	7.9	7.7	8.0	8.3	8.7	9.1	9.4
CANADA	1.4	1.5	1.5	1.6	1.6	1.6	1.5	1.7	1.7	1.8	1.8	1.9	1.9
BUSINESS	3.6	3.9	4.0	4.2	4.4	4.6	4.7	4.6	4.7	4.9	5.2	5.4	5.6
LEISURE	9.7	10.6	11.0	11.4	12.0	12.4	12.7	13.0	13.4	13.9	14.5	15.0	15.6

Source: Tourism Economics; DKSA, TNS Global (domestic); CIC Research, OTTI (international); Dean Runyan, CIC Research (expenditures)

Orange County has

## over 440 hotels + 57,000 rooms

and continues to grow with new hotel builds throughout the area.

According to CBRE Hotels, Southern California Lodging Forecast, new hotels to OC include mainly select service hotels in Anaheim, Buena Park, Irvine and Lake Forest. In total, 910 new rooms will hit the market between December 2018 and October 2019. The brands include:

CITY	BRAND	# OF ROOMS	EST. OPENING DATE
IRVINE	STAYBRIDGE SUITES	168	SUMMER 2019
LAKE FOREST	TOWNPLACE SUITES	114	FALL 2019
BUENA PARK	HAMPTON INN & SUITES	102	SPRING 2019
BUENA PARK	HILTON	174	SPRING 2019
ANAHEIM	HAMPTON INN & SUITES	178	OPENED 2018
ANAHEIM	ELEMENT BY WESTIN ANAHEIM	174	SPRING 2019

On the horizon, Anaheim will welcome two hotels in 2020. Orange County's first JW Marriott will be adjacent to the GardenWalk and will have 466 guest rooms. The Westin Anaheim Resort adjacent to the Anaheim Convention Center will have 613 guest rooms. Both will be four-star properties.

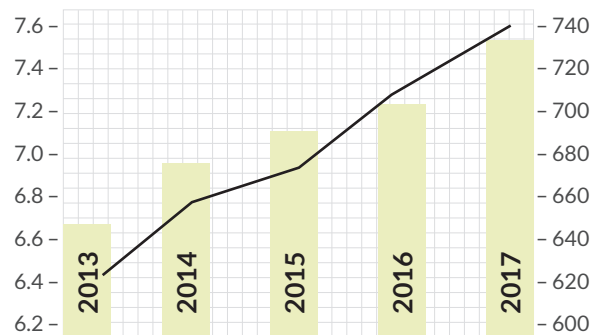
## TOURISM TAKING CENTER STAGE IN THE CITY OF THE ARTS®

TCM worked with Tourism Economics to conduct a market research initiative based on the economic impact of tourism in Costa Mesa. An estimated 7.5 million visitors came to Costa Mesa in 2017, up 3.6 percent from 2016. International visitors are estimated at 1.9 million or 25 percent of total visitors. The city's primary visitors come from California, Arizona, Nevada, Washington and Texas. The greater majority of visitors, nearly 6.7 million came for the day.

In 2017, direct visitor spending accounted for \$738 million, up 4 percent, and generated nearly \$81 million in indirect impacts (goods and services as inputs into production such as food wholesalers' utilities and financial or legal services) and \$91 million in induced impacts (employees whose income are driven directly or indirectly by tourism spend a portion of that income in the local regional economy).

Visitor data from this report reveals that visitor volume and spending has increased substantially from 2012. In fact, visitor spending in Costa Mesa is outpacing the state. However, the city is pacing behind the county regarding visitor spending since 2012 with a growth of 23.7 percent vs. OC at 27.3 percent.

It's no surprise that retail spending in the city is the top spending category for visitors at over \$241 million with food and beverage coming in at a close second with over \$238 million in 2017. Lodging accounted for over \$151 million and recreation at over \$69 million. The food and beverage segment increased the most in 2017 at 7.6 percent, followed by recreation at 4.5 percent and lodging at over 3 percent.



Visitor Volume, mils (L) | Visitor Spending, \$mils (R)

### Costa Mesa Visitor Volume & Spending

	2013	2014	2015	2016	2017
Visitor Volume (mils)	6.72	6.99	7.13	7.26	7.53
% CHANGE		4.1	1.9	1.9	3.6
Visitor Spending (\$mils)	615.9	655.9	672.1	709.5	737.7
% CHANGE		6.4	2.5	5.6	4.0



DID  
YOU  
KNOW?

● **over  
8,000 jobs**

the amount of tourism-supported  
employment

● **\$98.1 million**  
generated in tax revenues

● **\$41.1 million**  
generated in state & revenues

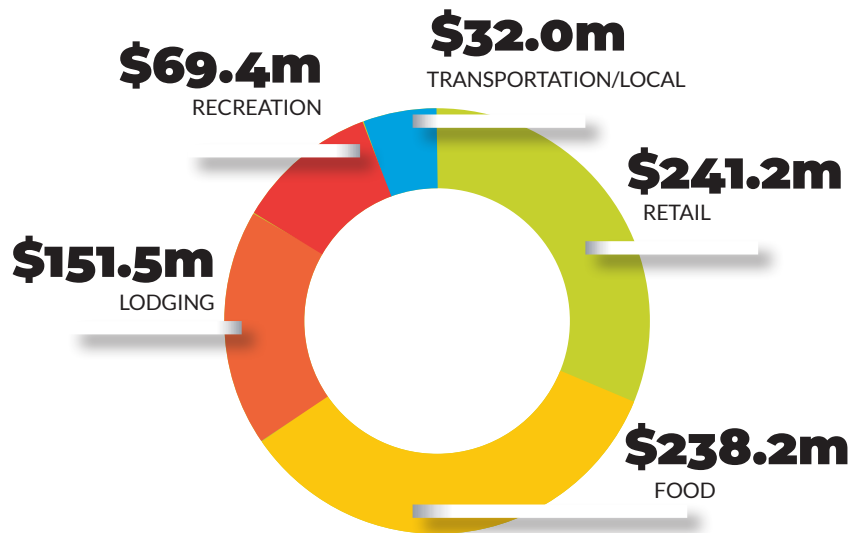


## COSTA MESA HOTEL TRENDS

Orange County has had several new hotels open within the last two years which has had an effect on our local hotels. Competition to attract new customers in OC is fierce. Although some hotels have had refreshes and renovations, there has not been a new hotel product to offer guests in quite some time. Areas of opportunity other than new product development specifically fall into the categories of increasing weekend group and contract business relating to 2018 hotel performance collectively for TCM partnering hotels. With the anticipated grand opening of Disney's Star Wars-Galaxy's Edge, the second half of the calendar year should provide an increase in visitors to OC as well as our city.

*Based on Tourism Economics 2017 report, demand was slightly outpacing supply and averaged 1.1 percent growth since 2013, compared to .6 percent for supply. The last two years (2016 and 2017) have been flat regarding demand and supply.*

## COSTA MESA SPENDING PROFILE



Sources: CIC Research, Tourism Economics

Visitor spending on retail was relatively flat in 2017. However, retail sales per capita is the third highest in the state at \$48,300 per person. Only Beverly Hills and Ontario outrank Costa Mesa. The state average is \$17,100.



## COSTA MESA VISITOR SPENDING BY CATEGORY

(US \$ MILLIONS)

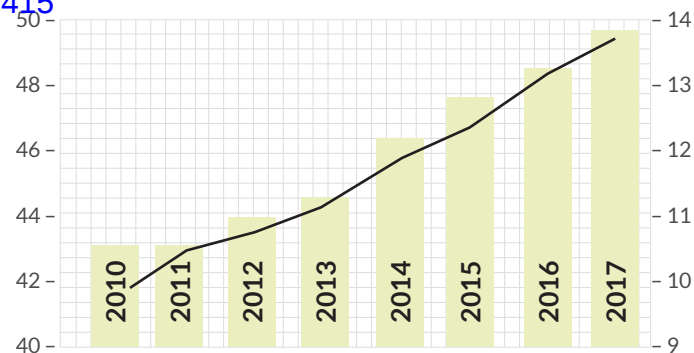
	2013	2014	2015	2016	2017	2016-17 % ch
LODGING	122.0	130.7	137.7	146.9	151.5	3.1%
FOOD	184.0	197.8	208.2	221.3	238.2	7.6%
RECREATION	57.7	61.2	62.2	66.4	69.4	4.5%
RETAIL	215.6	228.5	227.8	239.5	241.2	0.7%
LOCAL TRANSPORTATION	32.5	32.8	31.6	30.5	32.0	5.5%
SECOND HOMES	4.1	4.4	4.6	5.0	5.4	9.0%
<b>TOTAL</b>	<b>615.9</b>	<b>655.4</b>	<b>672.1</b>	<b>709.5</b>	<b>737.7</b>	<b>4.0%</b>
<b>% CHANGE</b>	<b>3.3%</b>	<b>6.4%</b>	<b>2.5%</b>	<b>5.6%</b>	<b>4.0%</b>	

## ORANGE COUNTY

The county welcomed 49.4 million visitors in 2017 up over 2 percent from 2016. Spending also continues to grow and totaled \$13.5 billion, up over 4 percent from the previous year. Residents within the state as well as Arizona, Texas, Nevada and Washington are key markets for OC. International visitors increased to 4.5 million up 2.2 percent and accounts for over 9 percent of total visitation for 2017. The top three international key markets for OC remain the same from 2016 and are Canada, China and Mexico. China continues to be an important market for OC and is first in terms of spending and second in terms of visitor volume.

Direct visitor spending for 2017 generated \$13.5 billion, up 2.3 percent from 2016 and generated \$3.6 billion in indirect impacts and \$4.1 billion in induced impacts.

Overall, visitor spending grew over 4 percent in key categories in 2017. Food and beverage spending grew 6 percent and represents the leading growth segment within the key categories of visitor spend. Lodging grew over 4 percent and retail spend grew 2.7 percent.



Visitor Volume, mils (L) | Visitor Spending, \$bils (R)

SOURCE: CIC Research, Tourism Economics

### Orange County Visitor Volume & Spending

	2012	2013	2014	2015	2016	2017
Visitor Volume (mils)	43.80	44.40	46.40	47.35	48.24	49.36
% CHANGE	2.1	1.4	4.1	2.5	1.9	2.3
Visitor Spending (\$bils)	10,643.6	10,931.14	11,695.0	12,212.9	13,016.9	13,551.7
% CHANGE	5.2	2.7	7.0	4.4	6.6	4.1

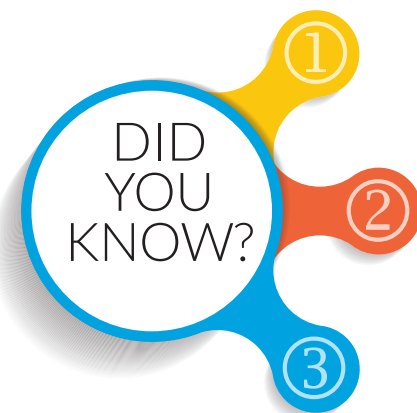


### ORANGE COUNTY VISITOR SPENDING BY CATEGORY

(US \$ MILLIONS)

	2013	2014	2015	2016	2017	2016-17 % ch
LODGING	2,451.1	2,696.6	2,972.0	3,169.1	3,301.5	4.2%
FOOD & BEVERAGE	2,541.1	2,729.7	2,889.8	3,051.4	3,234.0	6.0%
RETAIL	2,682.0	2,840.5	2,827.6	3,010.4	3,092.4	2.7%
RECREATION	2,568.7	2,720.3	2,782.9	3,32.2	3,092.9	2.0%
LOCAL TRANSPORTATION	440.7	445.5	449.0	464.2	519.2	11.8%
AIR TRANSPORTATION (LOCAL)	94.9	96.6	98.4	102.5	107.7	5.1%
SECOND HOMES	152.9	165.7	173.2	187.1	204.0	9.0%
<b>TOTAL</b>	<b>10,931.4</b>	<b>11,695.0</b>	<b>12,212.9</b>	<b>13,016.9</b>	<b>13,551.7</b>	<b>4.1%</b>
% CHANGE	2.7%	7.0%	4.4%	6.6%	4.1%	

Tourism employment in OC has expanded more rapidly than total jobs in the county as well as the state. More than 3,400 tourism jobs were added per year since 2010. Approximately 1 in 13 of all jobs in OC were sustained by tourism.



● **131,190 jobs**  
direct visitor spending sustained in 2017

● **\$2.5 billion**  
tax revenues generated from tourism in OC

● **\$1.2 billion**  
state & county revenues generated from tourism in OC





### **FOOD TOURISM**

IS THE ACT OF  
TRAVELING FOR A  
TASTE OF PLACE IN  
ORDER TO GET A SENSE  
OF PLACE

— AS DEFINED BY WORLD  
FOOD TRAVEL ASSOCIATION

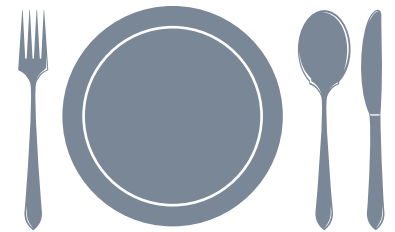


### **EATCATION™**

BY TRAVEL COSTA MESA:  
A FOOD-CENTRIC  
VACATION, WHERE  
RECREATIONAL ACTIVITIES  
ARE CENTERED  
AROUND DINING

## **FOODIE TRENDS \**

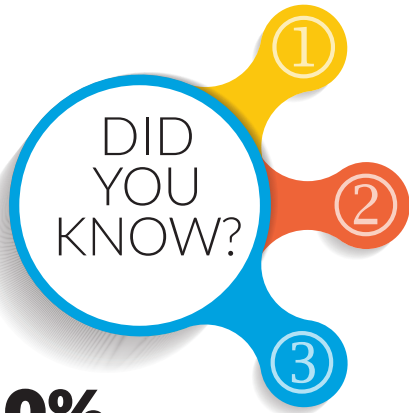
# TOURISM-EATING LIKE A LOCAL



Food and beverage clearly enhance a destination's offerings and can be used to connect visitors with locals. Tasting something new and locally sourced creates memories for travelers. Unique food and beverage options can also assist in building a brand's voice. Travelers are searching for unique culinary options and experiences more than ever before. World Food Traveler Association sites in their 2019 State of the Food Travel Industry that sustainable practices for restaurants and educating visitors about local food and drink knowledge is as important as serving a meal.

Skift highlights that in 2019 experiential culinary travel will continue to increase primarily due to the social media giant, Instagram. Another noteworthy trend as expressed by Expedia Group Media Solutions found that 56 percent of travelers who combined their business and leisure travel said they were more likely to extend a work trip if the destination has great food or restaurants. According to Specialty Food News, one key driver for 2019 will be an increase in integrative culinary and cultural events at music and art festivals. They also expect the global culinary tourism market to increase more than 9 percent within the next four years.

Food tourism has been a marketing focus for TCM for the past several years. The dynamic selection and quality of restaurants in Costa Mesa makes it the culinary center of Orange County. It contributes greatly to the economic impact of the city. In fact, 2017 food and beverage spend from those visiting Costa Mesa outranked lodging-related spend and has increased over 7.5 percent compared to the prior year.



● **80%**

of leisure travelers had been motivated to visit a particular destination because of a culinary activity or attraction

● **95%**

percentage of leisure travelers that had intentionally participated in a culinary tourism activity in the past two years

● **77%**

the increased percentage in the last two years of leisure travelers participating in a culinary tourism activity



visit  
California™

Visit California was created over two decades ago to market California as a premier travel destination to increase the state's share of tourism-related revenues. Visit California invests \$126 million annually into global marketing programs. Visit California's initiatives allow partners like TCM to extend our media reach through co-ops, programming and gain valuable insights from research and market trends. TCM is also able to leverage this relationship by coordinating familiarization trips and host media influencers from around the world.

## PARTNERING WITHIN THE TRAVEL INDUSTRY

TCM works closely with other destination marketing organizations (DMOs) that promote travel to Costa Mesa such as the Orange County Visitors Association (OCVA) and Visit California. Costa Mesa, along with other cities work in conjunction with OCVA to further visitor brand marketing and overall awareness domestically and internationally. Branding the City of the Arts® as an overnight, leisure destination in OC is critical to the success of our organization. This partnership has allowed TCM to reach audiences we could not reach ourselves, based on a collective approach with other cities within the county. TCM is actively involved in the North America and Chinese initiatives with OCVA.

Over the past several months, OCVA has redesigned their website, VisittheOC.com. A creative digital initiative will also be launched and media missions focusing on leisure travel from San Francisco, Arizona and the Pacific Northwest will continue. Opportunities such as exposure on Samantha Brown's Places to Love, which generated over 1 million views last year, would not be possible without this partnership. TCM also works closely with the meeting and incentive Chinese markets and continues to partner with other DMOs to increase exposure and ultimately hotel room nights to OC. OCVA works closely with organizations that promote and advocate tourism like Visit California, U.S. Travel Association and Cal Travel. Additional outreach and education to the OC Board of Supervisors and U.S. Beijing Embassy regarding visa policies and economic impact of the tourism industry are a priority.



### OCVA Primary Targets

FAMILY FUN



LUXURY CULINARY



### OC "STYLE FAM"



ARTS, CULTURE,  
ENTERTAINMENT



OUTDOOR  
RECREATION







REBRANDING \

# MARKETING







*Create your escape.*



**TRAVEL  
COSTA  
MESA**



## NEW YEAR, NEW BRAND

In fiscal year 2018 we embarked on an exciting new rebrand for Travel Costa Mesa. In June 2018, Travel Costa Mesa contracted with The James Agency, out of Phoenix, to provide creative and PR services in support of building a new brand. Travel Costa Mesa had been represented by the same logo and branding strategy for the past 6 years. The 2012 branding strategy was to present Costa Mesa as a luxury arts destination.

While the focus on the arts and Costa Mesa as the trademarked City of the Arts® is still going strong, we recognized the need and opportunity for Costa Mesa to present itself to a younger market. Part of the brand refresh included revamping our strategy to focus more on dining, local shopping and unique entertainment. As we continue to market Costa Mesa as a destination for the weekend leisure traveler to a short flight or drive market, we adopted the new tagline, "Create your escape" – along with a simple, fresh logo that continues to highlight the city's location in Southern California by focusing on sun and sea. An additional "stamp" was also created with "Orange County, California" to use when marketing to other states or internationally.



## NEW BRAND GOALS







## NEW CITY VIDEO

Created by The James Agency entitled "Split Decisions," highlighting a variety of hot, trendy destinations in the city and with split screen, showing how close they are in an eye-catching way. The video runs on the home page.

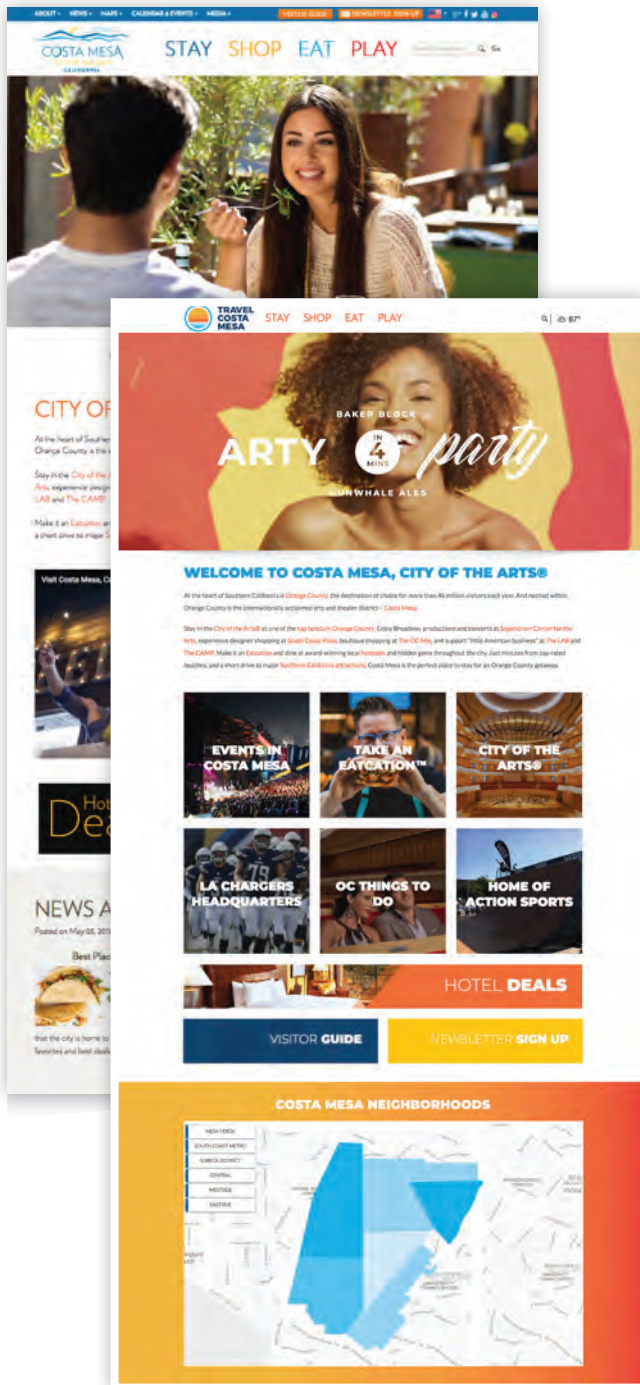


## PHOTO SHOOT, CAPTURING NEW, PLAYFUL, FRESH IMAGES FOR A YOUNGER TARGET MARKET.

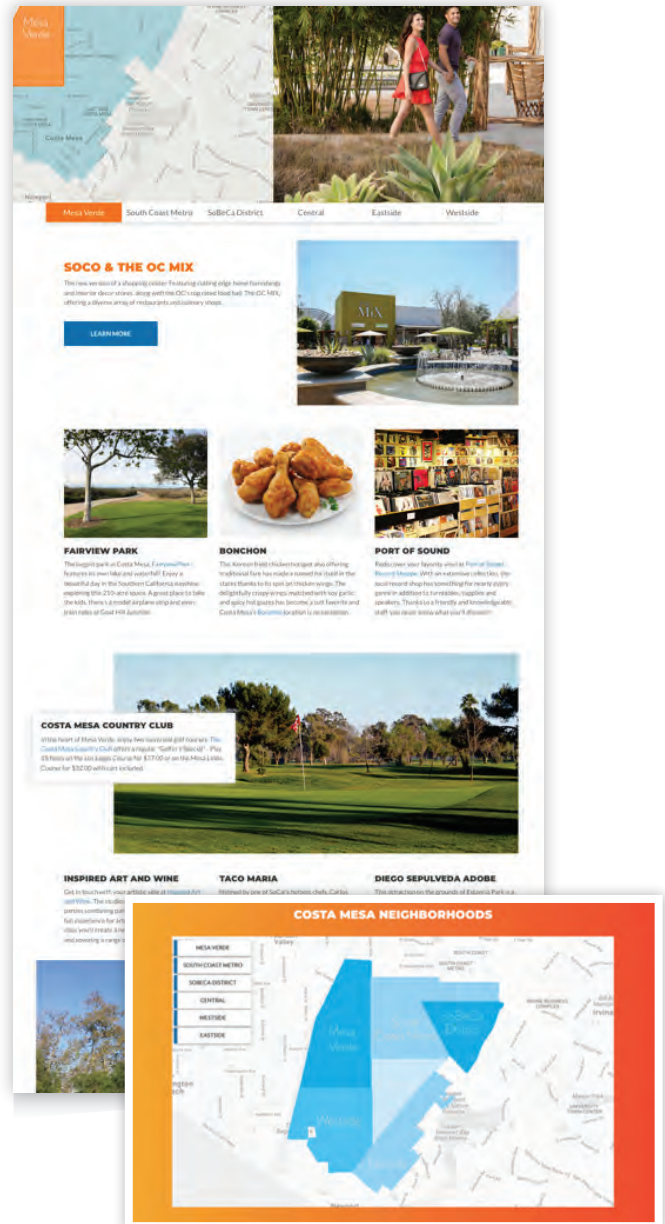
The shoot produced by TCM encompassed several days and included restaurant hotspots, local parks, the LAB and CAMP and public art installations. We did video and photos at Pacific Amphitheater for the Toto concert.

# WEBSITE UPDATES

Along with a brand redo, the TCM website underwent a major refresh as well, focusing on less copy and more imagery, with brighter colors and theming in line with the new branding.



## HOME PAGE



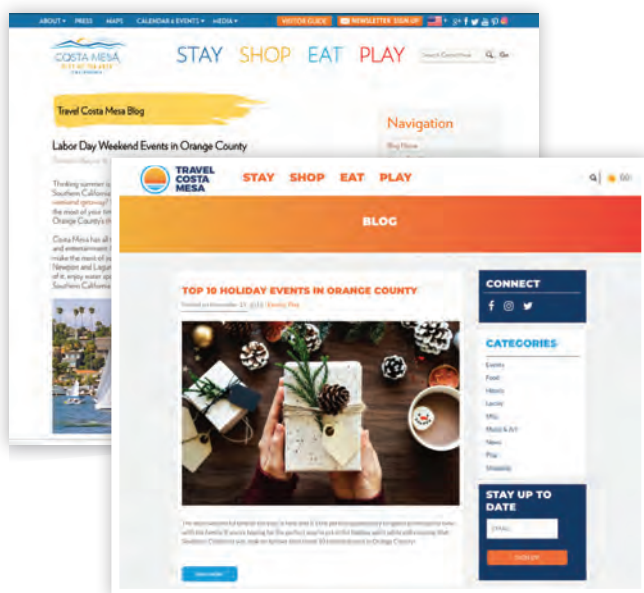
## NEIGHBORHOOD MAP

We created an entirely new map experience focusing on neighborhoods. By selecting one of the 6 different Costa Mesa neighborhoods, visitors will see a page filled with top shopping, dining, recreation and hotels in that particular area.



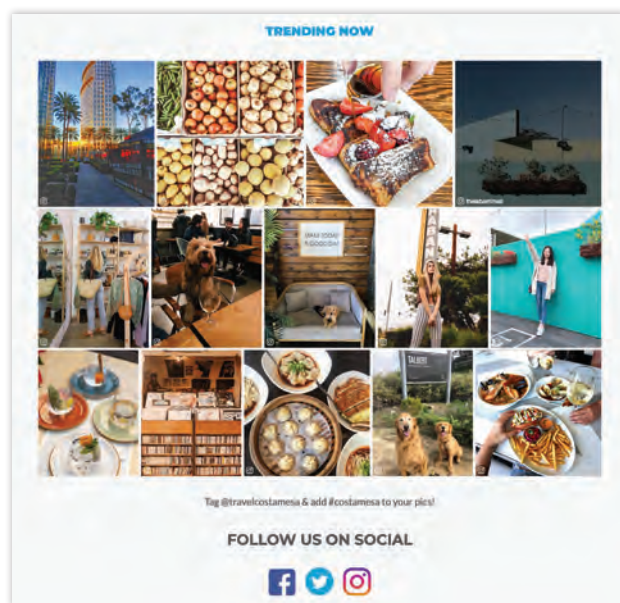
## BLOG

Our blog was redesigned for cleaner lines, bigger images and brighter colors, continuing the simplification and modernization of the site and highlighting the ability for social share.



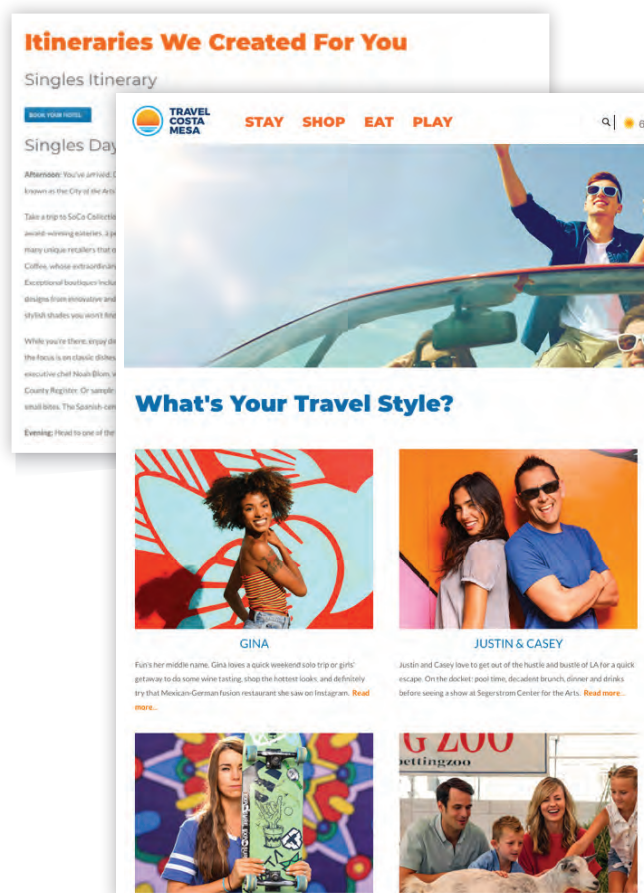
## CROWDRIFF

TCM integrated the CrowdRiff platform into the website in 2018. CrowdRiff is a visual marketing tool that allows the creation of photo galleries on the site that include owned content and user-generated content from Instagram. We created photo galleries on the home page, Eatcation™ page and the About page, with more planned for the future. CrowdRiff also provides a place for vendors and partners to easily access Costa Mesa imagery, and a media hub where we can receive media relations requests.



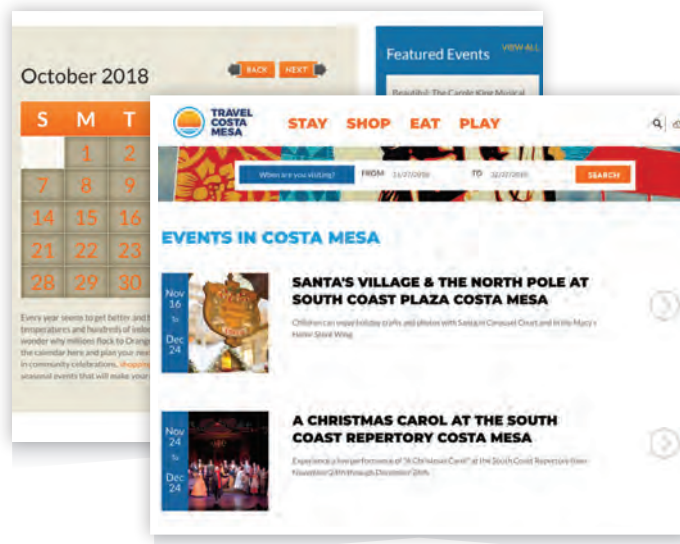
## ITINERARIES

Itineraries now image based rather than pages of written content. Top picks based on user's "travel style" and highlighting top spots and attractions for singles, couples, active visitors and families.



## CALENDAR

We made significant upgrades to our calendar, including bigger images, titles and copy, with the new capability to search by date(s) of stay.



# WEBSITE OVERVIEW

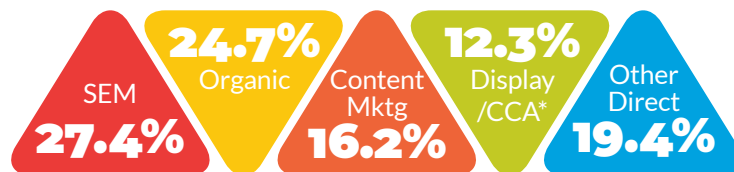
**1 million pageviews** in calendar year 2018, specifically 1,353,454, shattering last year's pageview number by more than double. The site also made large increases in session and new user numbers. New vs. returning users and demographic data stayed similar to 2017, with the biggest increase being users in the 25-34 age bracket, who increased in numbers by approximately 23 percent.

## BY THE NUMBERS

Traffic	01-12-2017	01-12-2018	YOY %
Pageviews	622,068	1,353,454	+117.57
Sessions	353,439	517,958	+46.55
New Users	1,470,089	1,912,780	+30.11

Travel Costa Mesa's main sources of traffic came from our search engine marketing (paid traffic from ads on Google and Bing) and search engine optimization (optimizing the site to rank higher in Google organic search results, in essence free traffic). Organic traffic was a big focus for us this year and the results were extremely heartening, with an approximately 62 percent increase in organic (free) traffic to the site.

The third largest contributor to our website traffic this year was from our content marketing program with Taboola, highlighting the importance of content marketing in our overall strategy. And our display and contextual content advertising program came in fourth as a traffic driver to TravelCostaMesa.com.



## TCM TRAFFIC DRIVERS

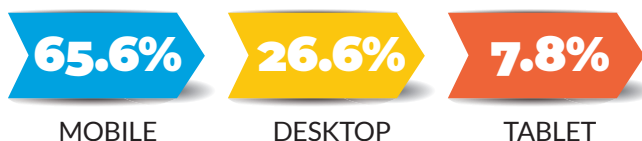
Mobile users continued to dominate the visitor structure, increasing 74.2 percent year over year. Mobile users now make up over 65 percent of our total visitors. As this number increases, we have focused on continually improving and optimizing the mobile experience for our visitors.

*\*Contextual Content Ads*

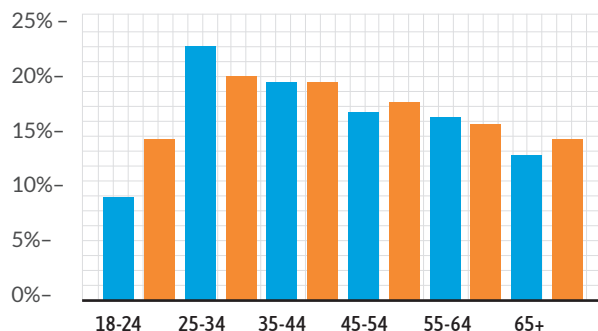
## TOP VISITORS BY CITY (OUTSIDE OF OC)



## TCM VISITORS BY DEVICE



## AGE OF TCM VISITORS IN 2018



## TOP WEB VISITORS BY STATE



## TOP 10 PAGES VISITED

1. Home page
2. OC Fair 2018 (content marketing)
3. Travelzoo Deals page (tactical campaign)
4. Hotel Specials page
5. Stay page
6. Calendar - main page
7. OC Fair 2018 page (Spanish)
8. Things to do in OC page
9. Calendar - upcoming events page
10. Play page - Costa Mesa arts and recreation

Of the 90% of our visitors from the United States (approximately 10% of our visitors come from 9 other countries including Canada, Mexico, the UK and Australia), the majority are again from California, as this is where most of our marketing efforts are focused.

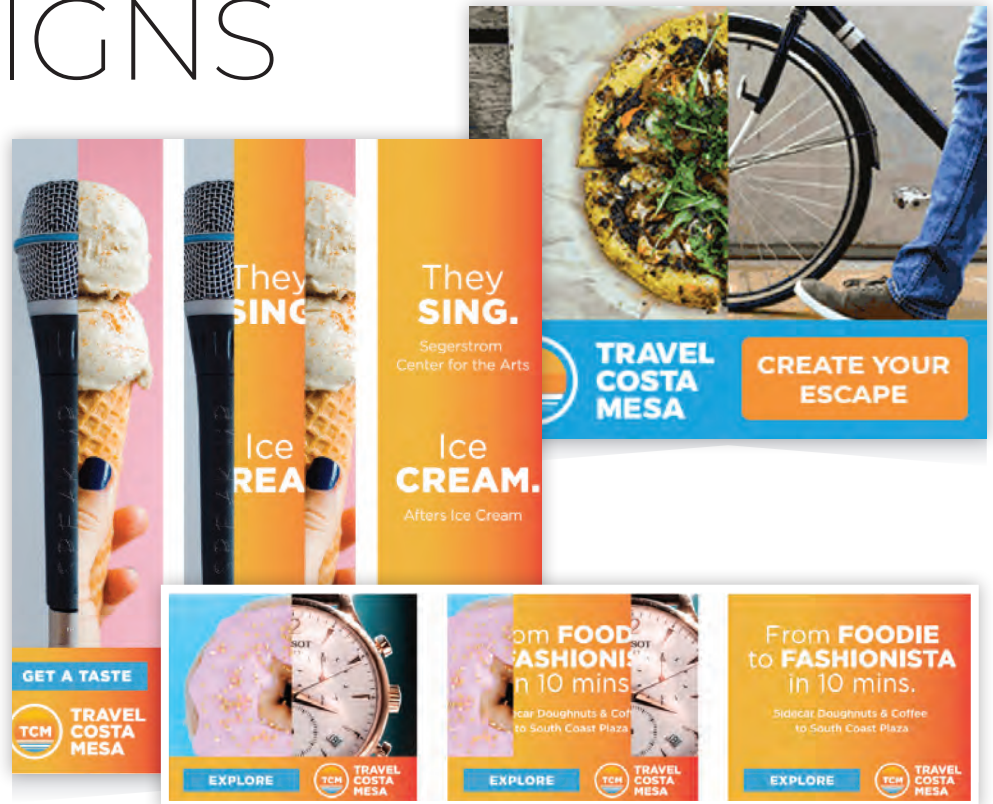


## SPLIT DECISIONS \

# DIGITAL MARKETING CAMPAIGNS

According to eMarketer, total digital ad spending in the US will grow 19 percent to \$129.34 billion in 2019 – 54.2 percent of estimated total US ad spending. Mobile will continue its dominance, accounting for more than two-thirds of digital ad spending, at \$87 billion this year. For the first time, U.S. digital ad spending will surpass traditional in 2019. Travel Costa Mesa has had a digital-heavy marketing strategy for the past several years and continues to grow investment in new media, including social.

After working on the new logo and promotional photos and website, TCM launched a branding campaign in line with the “split decisions” theme of the new video in September.



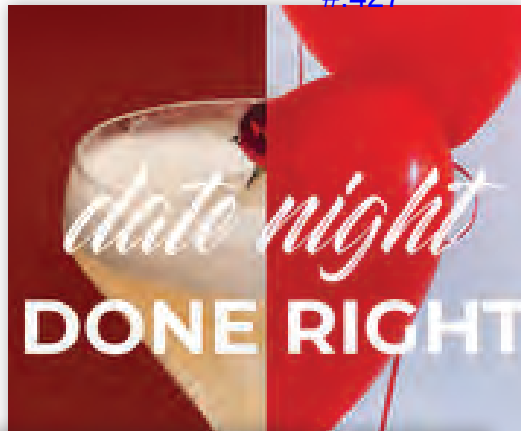
## SPECIFIC CAMPAIGNS

As the branding campaign creative is refreshed quarterly, it was paused when we ran specific campaigns offering special hotel deals during our **hotel partner** need times. We ran a holiday campaign from mid-November through early January, where we drove over 850 leads to our hotel partners offering their best rates. Our **holiday campaign** continued the “Split Decisions” concept with holiday imagery.



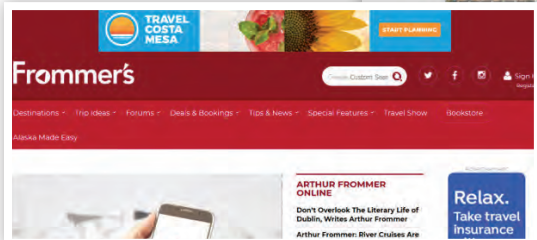
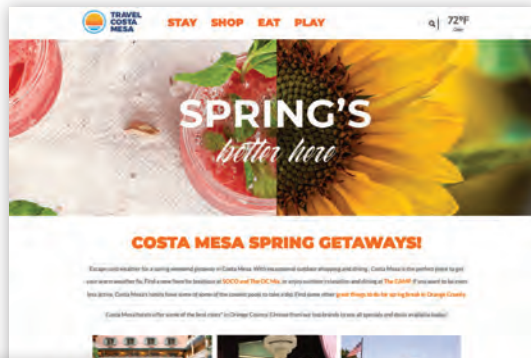
## VALENTINE'S/ PRESIDENTS DAY

We continued a similar campaign for the **Valentine's/Presidents Day** weekend, and a spring campaign for the spring break period in March and April.



## SPRING CREATIVE: Spring's Better Here

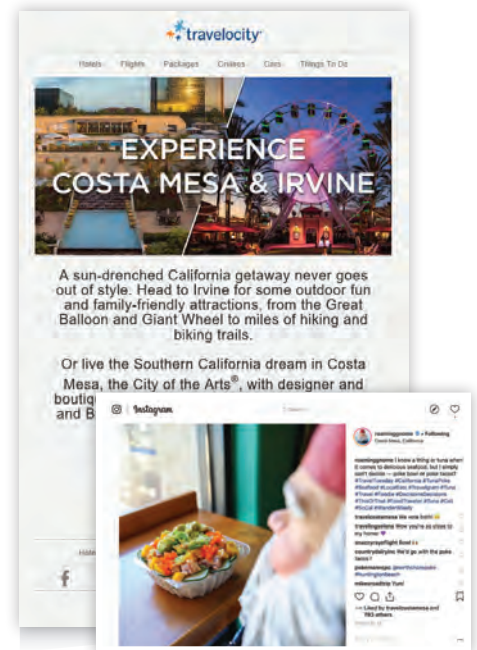
Due to the late spring break of 2018, we ran a spring campaign for the month of March and most of April to capitalize on the spring break time periods for schools throughout the region.



We will continue to run these periodic campaigns during hotel need times, mixed in with the branding creative, across all our channels.

## TRAVELOCITY "ROAMING GNOME" VISIT

In a joint project with Destination Irvine, we ran an OC Getaways campaign with Travelocity. Along with a program of email and display, we were able to get a visit from the Travelocity "Roaming Gnome" visit. The Gnome is famous to travel enthusiasts, visiting different destinations around the world. The campaign received over 855,000 impressions, and over 200,000 social impressions from the Gnome's Instagram account.



## VISITOR GUIDE

We created a new visitor guide in the beginning of 2019 in line with our new branding, colors and style.









INCREDIBLE EXPOSURE A

# PARTNERSHIPS AND EVENTS







## THE TASTE – COSTA MESA

TCM, in partnership with The LA Times, created the first multi-day culinary event at The Met in October 2018. This signature event highlighted the city as a “foodie” destination and encouraged our primary target audience to visit with a reason. The TASTE Costa Mesa also cemented our marketing focus as a top Eatcation™ destination in OC. It showcased Costa Mesa restaurants, gave us extensive media reach to our primary target market and was an event that competed with various food events in OC.

The event garnered incredible exposure for the city with marketing opportunities that included social media, digital, print and TV. In total marketing efforts achieved 282 million impressions and TCM’s top demographic was reached with over 3,300 guests participating over the course of 3 days. Food tastings, wine pairings, live entertainment, art and cooking demonstrations were the ideal itinerary for the foodie enthusiast. The TASTE had a great first year, and we are looking forward to growing the event in 2019.



**3.3k**

# of guests  
participating in  
the 3 day event



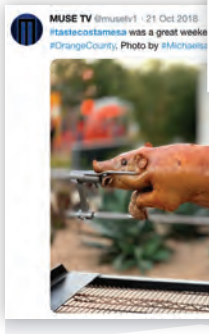




**\$3.8m**  
value of media  
coverage  
impressions



**282m**  
# of impressions  
achieved in  
total marketing  
efforts







As the largest generator of travel to the U.S., IPW 2019 is expected to draw more attendees than ever from around the world. Being hosted in Anaheim from June 1 – 5, this will be the first time the show is back in California since 2012 and in Orange County since 2007.



To extend the opportunity to engage with media in the local market, Visit California conducted a media meet and greet and luncheon for California destinations with 12 Denver-based media.

More than 6,000 buyers, suppliers and media attended from domestic and international sectors. TCM was joined by representatives from Avenue of the Arts Hotel, BLVD Hotel and The Westin South Coast Plaza where the team conducted 38 individual meetings over a three-day period. As a result of the tradeshow, \$31,026 in revenue has been booked.



A media marketplace was also held during the first day of IPW. TCM met with 22 media, which resulted in multiple leads for FAMS and media coverage around the dining, culture and fashion segments.

**\$31k**  
revenue booked  
from IPW 2018



**20k**  
Number of  
runners in 2018



## OC MARATHON 2018

To encourage runners of the annual OC Marathon and Half Marathon to stay in Costa Mesa, Travel Costa Mesa provided complimentary shuttle to and from the race for hotel guests for the 8th consecutive year. This race is an economic driver for the city as hotels, restaurants and retail all benefit from the 20 thousand runners who participate in it.





# INTERNATIONAL MARKETING

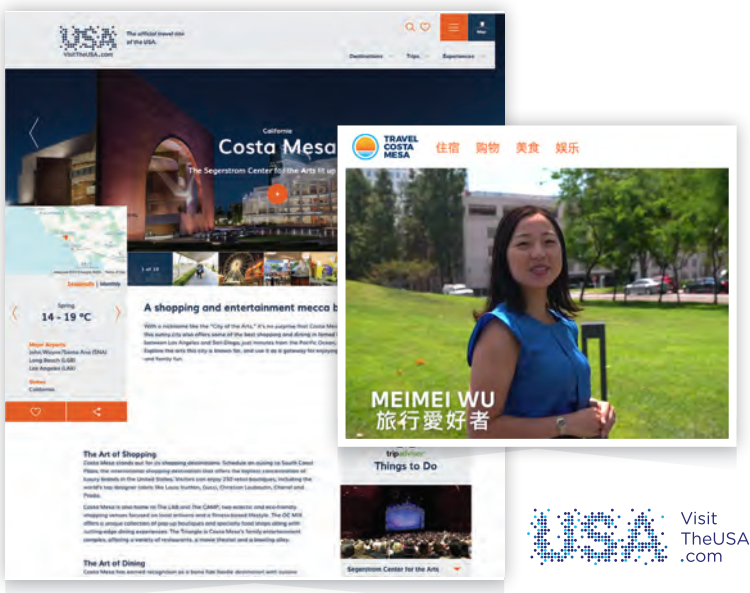




COUNTRY	SOCIAL MEDIA	ONLINE	SALES MANAGER & PR	EMAIL NEWSLETTER
CHINA	WECHAT	TRAVELCOSTAMESA.CN VISIT THE OC CTRIP	DESTINATION SALES -SHANGHAI SALES MANAGERS IN BEIJING	QUARTERLY CHINESE TRANSLATED NEWSLETTER
MEXICO	FACEBOOK INSTAGRAM TWITTER	TRAVELCOSTAMESA.COM	MEXICO CITY TRANSLATES TO SPANISH TRIPADVISOR VISIT THE OC	MONTHLY NEWSLETTER (US)
CANADA	FACEBOOK INSTAGRAM TWITTER	TRAVELCOSTAMESA.COM	N/A	MONTHLY NEWSLETTER (US)
BAHRAIN, KUWAIT, UAE, SAUDI ARABIA, QATAR, OMAN	FACEBOOK INSTAGRAM TWITTER OCVA	IN COUNTRY WEBSITES: UAE, KUWAIT, BAHRAIN, QATAR, OMAN THROUGH	N/A	MONTHLY NEWSLETTER (US)
INDIA, ITALY, JAPAN, KOREA, PORTUGAL, RUSSIA, LATIN AMERICA		TRAVELCOSTAMESA.COM TRANSLATES TO ALL	N/A	MONTHLY NEWSLETTER (US)

## INTERNATIONAL VISITORS

TCM continues to reach out to international visitors, particularly through our partnerships with OCVA and Brand USA. TravelCostaMesa.com now translates to 7 languages, and TravelCostaMesa.cn is the Simplified Chinese site.

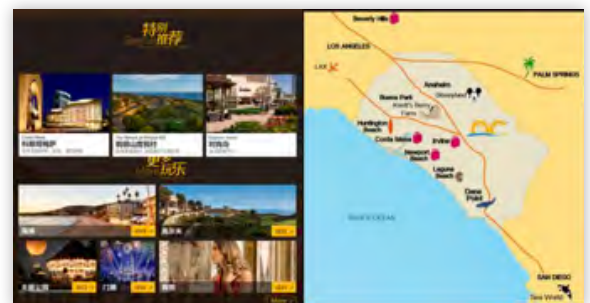


## CTRIP

Ctrip, one of China's largest online travel agencies, continues to partner with the Orange County Visitors Association in an effort to highlight "The OC" as a premier Southern California destination. Brand USA, Disneyland, Anaheim, Newport and Huntington Beach are major sponsors of the page, which is dedicated to driving leisure transient and packaged vacations to OC. Costa Mesa is featured, along with 10 of our 11 partnering hotels. This initiative continues to grow for our hotel products relating to room nights. Marketing channels included banner ads, social media and instant and mobile messaging. In 2018, Costa Mesa hotels experienced a 56 percent increase in room nights booked compared to 2017. Overall, for OC hotel listings, the market experienced a 33 percent increase from the year prior.

## VISIT THE USA – MARKETING THE U.S.

Brand USA is the organization that represents the United States as a tourism destination for the rest of the world. On VisittheUSA.com, Costa Mesa has a destination page, featuring 10 city images and content outlining top spots for visitors. We also worked with Brand USA to create a new video for the meetings and incentive (MICE) market in China, that currently is available on the Meetings & Events page on TravelCostaMesa.cn. Meimei Wu was the host for the piece, the same host we had for the Chinese native traveler video we created in 2017. In the next year, TCM will be creating a new Chinese meetings guide, and translating our newly created collateral into Chinese.





Social media continues to serve as an essential marketing and informational channel for TCM. In 2018, TCM's social media following increased by 9.13%.

In 2018, we increased our use of user-generated content (UGC), authentic content created by our own social media followers and travelers to the area, allowing us to show unique perspectives of Costa Mesa and expand our brand reach. In a recent study, 60 percent of travelers said that seeing content from other consumers was more influential than professional images on travel brands' website and social media (23 percent) (Bridging the Gap: Consumer & Marketer Perspectives on Content in the Digital Age, Stackla).



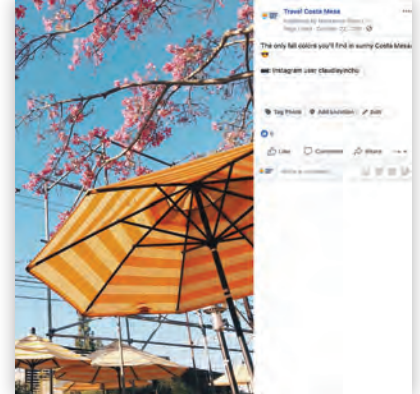
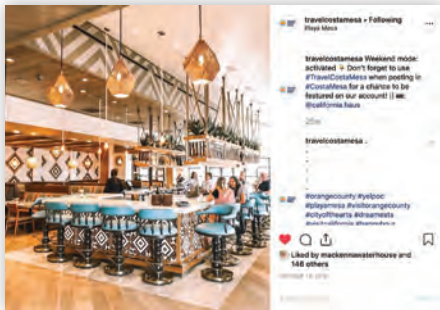
**5,621**  
FACEBOOK



**3,103**  
INSTAGRAM



**12,880**  
TWITTER



## UGC

Incorporating UGC into our social media strategy not only increases the diversity of our online content and promotes brand authenticity but also encourages social media users to post more photos of their activities in Costa Mesa for a greater chance to have their posts shared.

In the last year, social media platforms have taken strides to improve consumer trust, removing fraudulent accounts and increasing advertising transparency. Most notably, Twitter removed 70 million accounts from its platform in July, decreasing the overall number of active users by 20 percent and the average follower rate for brands by 6 percent. Google also announced the close of its social media platform Google+ due to declining use.

**97%**

of millennials use  
social media while  
traveling

(Forbes, 2016)

**86%**

of people say they've become  
interested in visiting a destination  
after seeing social images from  
peers & other consumers (Stackla)





Explore the OC Fair  
Without Breaking the Bank



A Look at Fall Events  
in Orange County



Costa Mesa: Your Next  
Foodie Destination

**8,194**

CLICKS PER MONTH TO TCM'S WEBSITE

**209,261,859**

IMPRESSIONS

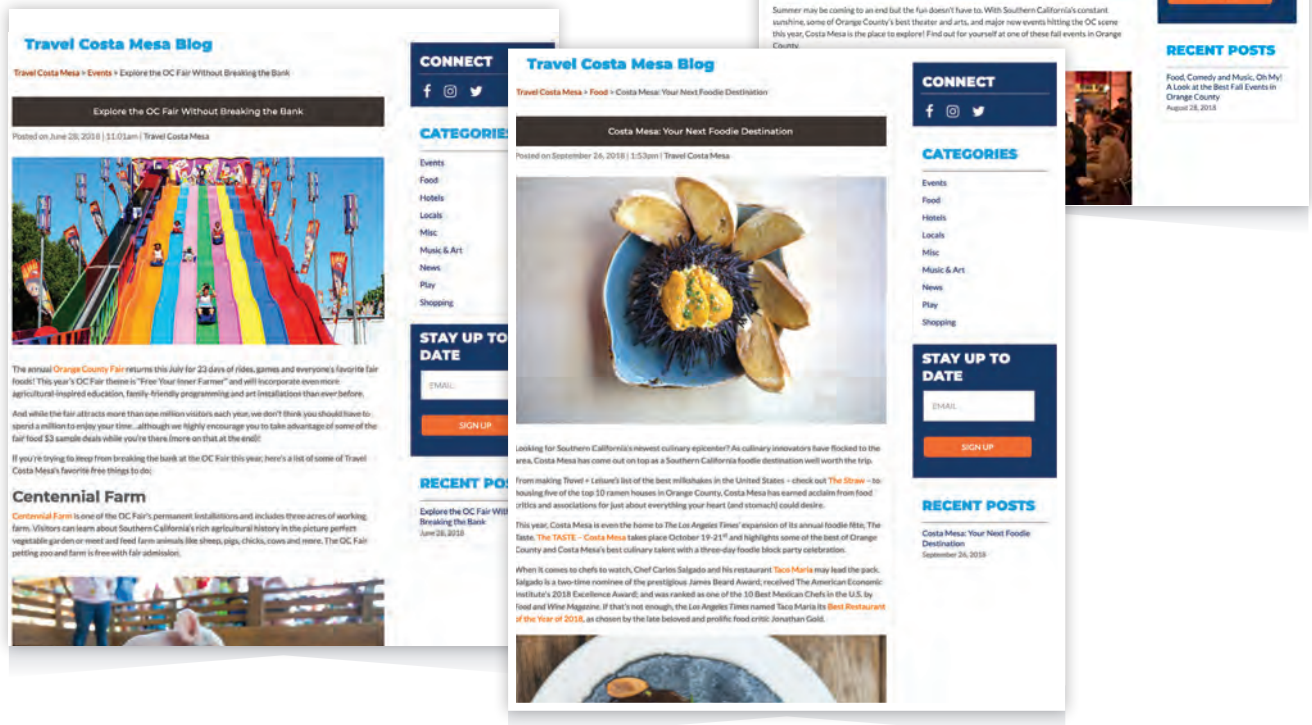
**3 most**

POPULAR PIECES

**Taboola**

## CONTENT MARKETING:

In 2018, TCM continued to use Taboola, a native advertising and content platform, to expand our online reach through audience targeting. Twelve monthly pieces posted to the TCM blog were syndicated through Taboola's advertising platform, resulting in an average of 8,194 clicks per month to TCM's website and 209,261,859 impressions. The three most popular pieces were "Explore the OC Fair Without Breaking the Bank," "A Look at Fall Events in Orange County" and "Costa Mesa: Your Next Foodie Destination."





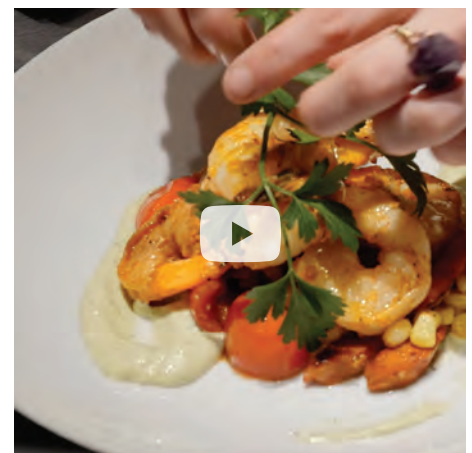
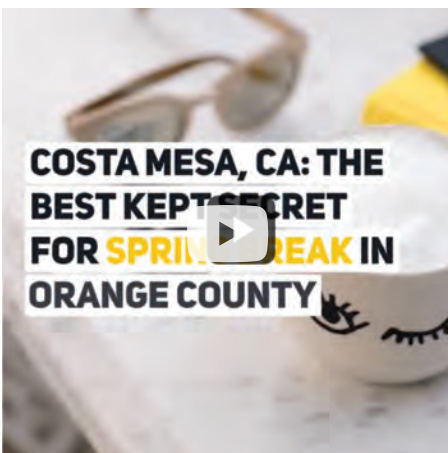


## 10 “Chef Spotlight” videos, garnered more than 48,000 views across



### VIDEOS

This year, TCM continued its focus on producing quality video content to provide visitors with a view of Costa Mesa's unique personality. In total, TCM videos received more than 20,000 views on YouTube and Vimeo. This included the continuation of our “Chef Spotlight” series, where we feature Costa Mesa chefs preparing their favorite dishes. In 2018, we posted 10 “Chef Spotlight” videos, which garnered more than 48,000 views across YouTube, Facebook and Twitter. TCM also creates short videos to promote blog content on social media.









TCM hosted 50 partners at Leatherby's Café Rouge in July ahead of the free Friday Night Jazz Series on the Argyros Plaza, which proved to be a great networking opportunity and introduction to the energizing events that take place at Segerstrom Center for the Arts.



TCM along with representatives from Anaheim, *Disneyland*, Huntington Beach and Newport Beach participated in the OCVA mission to China.



In November, a dozen TCM partners were treated to a palate-pleasing experience at SOCO and The OC Mix where we sampled fresh matcha, learned the process for tasting olive oils and dined on Top Chef-crafted menu items at Tackle Box.



TCM joined a dozen other OC destinations and attractions at the *Disneyland*® Resort this past December to share our message with 150 LA-based Chinese tour operators who will consider booking future group trips to our city.



To kick off 2019, another group of partners were hosted by Segerstrom Center for the Arts group sales team to experience the American Ballet Theater's West Coast premiere of *Harlequinade*.



# PUBLIC RELATIONS

As a result of hiring a new creative agency to support Costa Mesa's rebrand, the focus on the public relations efforts will continue to highlight Costa Mesa as the City of the Arts®, while also refocusing attention to a slightly younger, more discerning demographic than in previous years. Food, fashion and the arts continue to be the key brand pillars guiding TCM's storytelling.

While Travel Costa Mesa heavily focuses its marketing and public relations efforts on nearby drive markets and cities within about an hour (by car or by air) of Costa Mesa, visitation by travelers from international destinations continues to increase.

TCM partners with the Orange County Visitors Association, Visit California and Brand USA to extend our marketing messaging through cooperative outreach programs in international markets that primarily include Canada, China and Mexico. This collaborative approach allows Costa Mesa to establish itself alongside well-known brands including OC, California and the U.S.



## PARTNER AND COMMUNITY RELATIONS

Partnerships and communications with the local community stakeholders was a significant focus for TCM in 2018. The goal is to communicate on a regular basis with partners who have direct involvement with visitors coming to Costa Mesa to share new city experiences, the dynamic dining scene and cultural attractions only found in Costa Mesa. The TCM team created multiple opportunities for hotel managers, sales and marketing leaders, restaurants, city employees and other tourism industry partners to gather and experience a unique Costa Mesa itinerary.





## TRAVMEDIA INTERNATIONAL MEDIA MARKETPLACE

To reach a broader media audience including journalists who traditionally are based on the East Coast, TCM has joined Visit California and other OC destinations annually on a media mission to New York City. For the first time, Visit California joined forces with TravMedia, the largest organization of travel writers, to conduct a day-long schedule of 20-minute meetings with local journalists. This is one of the quickest ways, similar to the IPW Media Marketplace, to target and engage with media that share similar interests in our destination's product offerings.

### THE OC WITH KIDS

Winter is wonderful for family travel in Orange County

#### SEASONAL FAMILY FUN IN THE O.C.

##### Holiday attractions at South Coast

**Plaza**, in Costa Mesa, include Santa's Village & The North Pole (through Dec. 24), Santa's Express Train (through Jan. 1, 2019), and various holiday shopping services at this world-class collection of boutiques ([southcoastplaza.com/holidays](http://southcoastplaza.com/holidays)). Nearby, Segerstrom Center for the Arts is hosting festive **Holidays Around the World** events (Dec. 14-23) and performanc

the 2018-19 Family Series (select dates through March 2019) ([scfta.org](http://scfta.org)).

Disneyland Resort is featuring **Disney Festival of Holidays** daily through Jan. 6, 2019, celebrating multicultural traditions; the "Believe ... in Holiday Magic" fire-

#### SHOPPING AND SHOWS IN COSTA MESA

DISTANCE FROM DISNEYLAND: 18 MILES / 25-30 MINUTE APPROXIMATE DRIVE TIME (DEPENDS ON TRAFFIC)



## DESTINATION PARTNERSHIPS

In 2018 TCM partnered with the OCVA to participate in a variety of PR efforts including a media mission to Seattle as well as hosting media from Vancouver, Portland, Seattle, San Francisco and the Bay Area as part of a North America focus.





During the second week in September, OCVA members representing Disneyland, Anaheim, Newport Beach, Huntington Beach and TCM embarked upon a China Mission trip that included several sales call appointments in Beijing, Shanghai and Shenzhen. Visits to meeting and incentive segments, online travel agencies and travel and tour operators were conducted along with our dedicated sales managers in China. Three media press conferences along with visits to CITS, Grand China MICE, Wei Travel, Caissa, CYTS, UMICE, Ctrip and Tencent took place. Interest in visiting California remains high. However, high visa rejection rates are a problem for those first-timers that are wanting to travel to the U.S. During this mission trip, the OCVA president met with the U.S. Beijing Embassy to discuss this issue and opportunities for improvement.



Additional partnerships have been established with select cities throughout OC that complement Costa Mesa's offerings and allow each of our cities to be highlighted in shared editorial. Together with Buena Park and Irvine, TCM hosted *Houston Family Magazine* as well as *Houston Modern Luxury*. A later opportunity included partnering with these same DMOs, plus Huntington Beach to be featured on a 30-minute Seattle-lifestyle program – Seattle Refined on KOMO-TV.



In December, all seven Orange County DMOs hosted a reception for San Diego media at the Paradise Point Resort on Mission Bay. This resulted in more than 50 bloggers and influencers attending and multiple FAMs being scheduled in the first quarter of 2019.

A highlight of partnering with other destinations during 2018 was a broadcast media tour with The Travel Mom, Emily Kaufman. Together with Greater Palm Springs and Sonoma County, Emily appeared on news segments in five target media markets to promote different aspects of each of our destinations for fall "Grownup Getaways." Not only did this result in a significant number of media impressions, the three-city media tour earned her a Visit California Eureka Award, awarded to travel writers doing an outstanding job of highlighting California destinations.



In addition to working closely with local Orange County destinations, Visit California is a significant resource for helping to share TCMs message in its online community, in story ideas and media pitching and engaging TCM in FAMs. TCM consistently provides content for consideration by the Visit California editorial team. In 2018, Visit California shared news about The TASTE – Costa Mesa in its summer newsletter and in the fall, posted story ideas for media that included Segerstrom Center for the Arts sensory-friendly programming for families.

Visit CA also brought significant media opportunities to Costa Mesa this year. An opportunity with *Men's Health* magazine resulted in a feature of a Costa Mesa chef offering a recipe idea and a media FAM conducted by Visit CA's Tokyo office brought Costa Mesa four top writers and influencers who stayed, shopped, dined, and captured and shared a lot of photos!



These types of partnerships, which include Costa Mesa in larger, shared story lines, are not only cost-effective but continue to help bring greater awareness to Costa Mesa and its proximity to higher-profile destinations in OC like Huntington Beach and Newport Beach.







## ANAHEIM RESORT TRANSIT (ART) TRANSPORTATION TO DISNEYLAND® RESORT

TCM has continued to partner with Anaheim Resort Transit (ART) to offer daily transportation from 11 Costa Mesa hotel properties direct to Disneyland® Resort making it easy for visitors to stay in Costa Mesa, and also enjoy popular attractions in Orange County. This service will become even more valuable for Costa Mesa and visitors to the area as we approach summer 2019 with the opening of the much-anticipated Star Wars: Galaxy's Edge – the new themed land opening at Disneyland Park.



## FAMILIARIZATION TRIPS

One of the best ways to engage media in a story about Costa Mesa is to host them for a familiarization (FAM) tour of the destination. TCM creates customized itineraries based on the areas of interest (arts, food, shopping, etc.) and includes activities to help these visitors become immersed in the destination. The FAM itineraries focus on Costa Mesa's six neighborhoods that include 17th Street dining and shopping, The Triangle, The LAB and The CAMP, South Coast Plaza, SOCO and The OC Mix and Segerstrom Center for the Arts.



In 2018, TCM hosted 27 FAM tours for 97 travel agents, tour operators, journalists, broadcast media and bloggers.

Media visited from the Houston, Los Angeles, Portland, San Diego, San Francisco, Washington D.C., and internationally from China, Mexico and Japan.

Travel and tour representatives visited us from Bravolinks Integrated Marketing Co., Ltd., Beijing International Conference Service Co., Grand China MICE Holdings, Co. Ltd., CYTS International MICE Co., Ltd., UMICE, H&H Travel, MyTrip.com, Ctrip Media, CITS, Jebsen Holidays Ltd., Hilton Worldwide, American Airlines





## MEDIA COVERAGE

New to Costa Mesa in 2018 was a partnership with *Los Angeles Times* to host The TASTE – Costa Mesa at The MET from October 19-21, 2018. This event was intended to draw attention to Costa Mesa as a culinary mecca. A variety of media coverage was garnered leading up to and following the fall event. Some samples of media outlets who covered The TASTE are listed above.

# Travel Costa Mesa reached an audience of 116,339,076 through our 2018 media relations efforts.



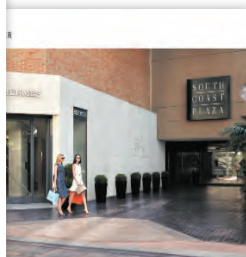
## MEDIA COVERAGE - INTERNATIONAL

China Media Mission – September 2018

# 3.14 million impressions



US News Express – Chinese Domestic and International News



Mexico City and Monterrey, Mexico

# 151,000 Media Impressions

Reservar en el THE ARTS HOTEL, parte del Tribu Portfolio de Marriott y remodelado hace 2 años, con privilegiada ubicación a unos cuantos pasos del mall. Tiene un cautivador diseño y excelente oferta culinaria como su Silver Trumpet a cargo del chef Hector Zamora en donde podrás probar un valioso Fiano Bowl o el Chirito Sauté, la mejor manera de comenzar el día frente al lago. Por si fuera poco, tiene camión de ida y vuelta a los parques de Disney.





seattle refined

Seattle Refined – 30-minute travel, lifestyle program  
Hosted by Gaard Swanson on KOMO-TV, Seattle

**50,000 Media Impressions**



## BROADCAST MEDIA COVERAGE

TCM took advantage of multiple broadcast opportunities in target markets including Arizona, LA, Chicago, Oregon, Seattle and Washington D.C.



azfamily.com  
POWERED BY 3 5

WUSA9

KTLA 5

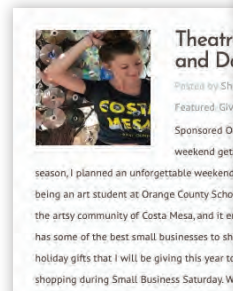
"Grownup Getaway" – Fall 2018

**208,402 Media Impressions**





**288,100**  
Monthly readership



**750,000**  
Monthly readership



PRINT AND ONLINE



**1,100,000**  
Monthly readership



**1,816,878**  
Monthly readership





# NOTEWORTHY



THE OC FAIR & EVENTS CENTER BREAKS RECORD ATTENDANCE OF 1.47 MILLION VISITORS DURING THE 2018 SEASON.

AVENUE OF THE ARTS NAMED AN AAA 4-DIAMOND HOTEL FOR THE FIFTH YEAR IN A ROW.



COSTA MESA IS FEATURED IN THE REAL CITIES OF ORANGE COUNTY BY SMART MEETINGS MAGAZINE.

MARRIOTT INTERNATIONAL NAMED AVENUE OF THE ARTS – A TRIBUTE PORTFOLIO HOTEL – AS HOTEL OF THE YEAR.







GAYOT.COM ADDED CASA BARILLA, CENTER 360 AND THE CRACK SHACK TO ITS TOP 10 NEW AND NOTABLE RESTAURANTS IN ORANGE COUNTY.

ORANGE COUNTY REGISTER FOOD CRITIC BRAD JOHNSON'S "20 BEST PLACES I ATE IN 2018" FEATURES 5 COSTA MESA RESTAURANTS.



ORANGE COUNTY'S GOLDEN FOODIE AWARDS NAMED CHEF NOAH VON BLÖM OF ARC FOOD & LIBATIONS AS ORANGE COUNTY'S CHEF OF THE YEAR.

TACO MARÍA RECOGNIZED AS ONE OF ONLY THREE ORANGE COUNTY RESTAURANTS IN THE TOP 101 RESTAURANTS WE LOVE IN 2018 LIST IN THE LOS ANGELES TIMES.





# TRAVEL COSTA MESA

## EXECUTIVE COMMITTEE

**Susan O'Brien Moore** CHAIRPERSON, GENERAL MANAGER, Ayres Hotel Costa Mesa

**Mike Hall** VICE PRESIDENT, GENERAL MANAGER, The Westin South Coast Plaza

**Sue Cooke** TREASURER, GENERAL MANAGER, Residence Inn by Marriott

**Paul Sanford** SECRETARY, GENERAL MANAGER-ASSET MANAGER, Avenue of the Arts, A Tribute Portfolio Hotel

## DIRECTORS

**Naj Ekhlas** GENERAL MANAGER, Best Western Plus

**TBD** GENERAL MANAGER, Hilton

**Ronnie Dalgado** GENERAL MANAGER, Holiday Inn Express & Suites

**Dane Bora** PUBLIC AFFAIRS MANAGER, City of Costa Mesa

**Timothy Hilario** GENERAL MANAGER, BLVD Hotel

**Katrina Foley** MAYOR, City of Costa Mesa

**Marina Dutton** GENERAL MANAGER, Marriott

**Ross Stibor** GENERAL MANAGER, Ramada

**Nermin Khalil** GENERAL MANAGER, Crowne Plaza

## ADVISORS

**Sarah Kruer** DIRECTOR OF TOURISM DEVELOPMENT, South Coast Plaza

**Eileen Benjamin** PRESIDENT/CEO, Costa Mesa Chamber of Commerce

## STAFF

**Paulette Lombardi-Fries** PRESIDENT

**Kim Glen** DIRECTOR OF MARKETING

**Jessica Placentia** OPERATIONS MANAGER

**Jenny Wedge** PUBLIC RELATIONS MANAGER

**Mackenna Wilson** SOCIAL MEDIA and CONTENT MANAGER











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